



**Press release – final**

**Irish Life Marks 75 Years in Business with Major New Marketing Campaign**

- Nationwide advertising campaign gets underway to re-launch the Irish Life brand -

**6th October, 2014** – Ireland’s largest life insurance and pension company, Irish Life, announced today that it is launching a new brand and marketing campaign to celebrate 75 years of looking after the financial well-being of Irish people and helping them to plan for their futures. The national advertising campaign, which goes live today, is entitled *We Know Irish life - We are Irish Life*, and is set to be seen by millions of people all over the country in the coming months.

The campaign, which represents a significant media investment, will be led by TV and outdoor media, and supported by digital, print and radio advertising. A full programme of activity is planned for the rest of the year as the company seeks to generate awareness and understanding of its brand and its 75 year heritage of serving Irish people, and helping them to plan and look forward to the future.

The advertising campaign features a series of uniquely Irish humorous and insightful facts about Irish life which will strike a chord with generations of people living in Ireland. For example the initial executions look at the fact that as a nation we are happiest from age 60; that 1 in 5 of us love to bring Irish sausages with us when we travel abroad; that almost half of us still clap when the plane lands; and that 60% of us named our baby before they were born. The campaign serves to highlight the fact that after 75 years of looking after Irish people - Irish Life is the company that really knows Irish people best.

Commenting on the new brand launch, Brendan McEvoy, Marketing Director, Irish Life said: “This year Irish Life marks 75 years of serving the financial needs of Irish consumers. With the experience and understanding that comes from looking after over 1 million customers, we feel confident to say we know Irish people the best. Our new campaign seeks to highlight this, while also shining a spotlight on our quirks and idiosyncrasies as a nation – we want to look at what makes us Irish in a warm and engaging way.”

He added: “The key for us as a business is to make sure that we use our knowledge of Irish customers, and our access to the global expertise of Great-West Lifeco, to help customers and their financial advisers plan for the future with confidence.”

From Monday 6<sup>th</sup> of October the advertising will run across all major TV channels and on all satellite stations. There will also be Video on Demand, playback and YouTube versions of the ads. As the week goes on people will see the adverts throughout the country on billboards, buses and bus shelters.

Radio advertising will feature on all national stations as well as key regional stations. The campaign will also feature in all national papers. Digital advertising will include home-page takeovers and the campaign will also use a wide-range of digital formats including ad-sync technology, which will target people who are dual screening i.e. watching TV and looking at iPad or iPhone at same time.

As part of the launch, and to celebrate its 75<sup>th</sup> birthday, Irish Life has created a body of 75 facts and insights which will be used throughout the brand launch. The public will soon be able to view the entire list of 75 statistics and rate their favourite Irish facts and stats on the ‘*Irishnessometer*’ scale.

The creative campaign was developed by DDFH&B with creative from Gavin O’Sullivan and Peter Snodden; the director for TV was Brian Durnin and producer was Paul Holmes. The production company was Red Rage Films.

- Ends -

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**Notes to editors**

**About Irish Life:**

Established in 1939, Irish Life is Ireland's leading provider of pensions, investments and life insurance. Since July 2013 Irish Life is part of the Great-West Lifeco group of companies, one of the world’s leading life assurance organisations.

Great-West Lifeco and its subsidiaries, including The Great-West Life Assurance Company – founded in Winnipeg, Canada more than a century ago – have a record for financial strength, earnings stability and consistently high ratings from the independent rating agencies. The Great-West Life Assurance Company has an AA rating for insurer financial strength from Standard & Poor's.

Irish Life is committed to delivering innovative products backed by the highest standards of customer service. As part of Great-West, we have access to experience and expertise on a global scale, allowing us to continuously enhance our leading range of products and services.

Irish Life Assurance plc is regulated by the Central Bank of Ireland.

For more information on Irish Life and to view a full list of products available, visit [www.irishlife.ie](http://www.irishlife.ie)